

CLEAN COPY OF CLAIMS FOR SERIAL NO. 09/505,915

Cancelled Claims:

1-16
41

Pending Claims:

17-40
42-205



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JUN 15 2001
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17. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system,

an input system for use by the interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest,

a control system for isolating from the interested buyers that are identified to the commercial transaction system, those potential buyers associated with an area of commercial interest, and electronically outputting to said addresses for electronic communication relating to those potential buyers an indication to said potential buyers regarding said area of interest including a notification of availability of sales presentations of the one or more vendors wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

18. The commercial transaction system of claim 17 wherein at least one area of interest is designated by unique product codes.

19. The commercial transaction system of claim 17 wherein at least one area of interest is designated by product class codes.

20. The commercial transaction system of claim 17 wherein at least one area of interest is a specific product.

21. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes purchase data.

22. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes cost data.

23. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes price data.

24. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

25. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers includes determination of the highest offer.

26. The commercial transaction system of claim 23 wherein the control system for isolating those potential buyers further includes factors in addition to price.

27. The commercial transaction system of claim 26 wherein said other factors includes the vendor rating.

28. The commercial transaction system of claim 26 wherein said other factors includes the vendor delivery status.

C2 Sub-D3 29. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by an electronic mail (e-mail).

30. The commercial transaction system of claim 29 wherein the addresses for electronic communication is an electronic mail address.

C3 31. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a telephonic communication.

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32. (Amended) The commercial transaction system of claim 31 wherein the addresses for electronic communication are telephone numbers for the buyers.

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33. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a recorded voice message.

34. The commercial transaction system of claim 17 wherein the recorded voice message is voicemail.

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35. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

36. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by facsimile.

37. (Amended) The commercial transaction system of claim 36 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

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38. (Amended) The commercial transaction system of claim 17 wherein an address for electronic communication is obtained for at least certain of said members from an on-line computer service.

39. (Amended) The commercial transaction system of claim 17 wherein an address for electronic communication is provided during a registration phase.

40. (Amended) The commercial transaction system of claim 17 wherein an address for electronic communication is obtained automatically from the system.

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42. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

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43. (Amended) The commercial transaction system of claim 42 wherein the control system outputs an indication to said buyers further including audio.

44. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

45. (Amended) The commercial transaction system of claim 44 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

46. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

47. (Amended) The commercial transaction system of claim 46 wherein the indication further includes audio with the still picture information.

48. The commercial transaction system of claim 17 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

49. The commercial transaction system of claim 48 further including a reference locator indication.

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50. (Amended) The commercial transaction system of claim 17 further including an image display system for presenting high resolution still images to said potential buyers upon

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contact of said system, after the communication of the indication to said potential buyers regarding said area of interest.

51. (Amended) The commercial transaction system of claim 50 further including an audio system for providing audio to at least said potential buyers.

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52. (Amended) The commercial transaction system of claim 17 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

53. (Amended) The commercial transaction system of claim 17 further including a text system for providing the text data.

54. (Amended) The commercial transaction system of claim 17 further including an audio system for providing audio.

55. (Amended) The commercial transaction system of claim 54 wherein the audio system provides at least voice as part of the audio.

56. The commercial transaction system of claim 17 further including an inventory control system.

57. The commercial transaction system of claim 56 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

58. The commercial transaction system of claim 17 further including an electronic data interchange capability for facilitating said commercial transactions.

59. The commercial transaction system of claim 17 further including a priority determination system.

60. The commercial transaction system of claim 59 wherein the priority determination system includes a random number generator.

61. The commercial transaction system of claim 59 wherein the priority determination system includes a priority numbering system.

62. The commercial transaction system of claim 59 wherein the priority determination system rotates among subsets of said buyers.

63. The electronic commercial transaction system of claim 17 wherein at least certain members of said plural groups are adapted to access said system via an on-line computer service.

64. The commercial transaction communication system of claim 63 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

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65. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

an input system for use by the interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest, and

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to said addresses for electronic communication relating to those potential buyers, an indication to said potential buyers regarding said area of interest including a notification of availability of sales presentations of the one or more vendors including wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data, the control system also providing a buyer with an identification number to identify a particular transaction.

66. The commercial transaction system of claim 65 wherein at least one area of interest is designated by unique product codes.

67. The commercial transaction system of claim 65 wherein at least one area of interest is designated by product class codes.

68. The commercial transaction system of claim 65 wherein at least one area of interest is a specific product.

69. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers utilizes purchase data.

70. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers utilizes cost data.

71. (Amended) The commercial transaction system of claim 65 wherein the area of interest designated by the interested buyers includes price data.

72. (Amended) The commercial transaction system of claim 65 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested buyers will pay.

Sub D15 73. (Amended) The electronic commercial transaction system of claim 65 wherein the control system imposes at least one limitation on access by the potential buyers.

74. (Amended) The commercial transaction system of claim 71 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

C8 75. (Amended) The commercial transaction system of claim 74 wherein said other factors include the vendor rating.

76. (Amended) The commercial transaction system of claim 74 wherein said other factors include the vendor delivery status.

Sub D16 77. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by electronic mail (e-mail).

78. The commercial transaction system of claim 77 wherein the addresses for electronic communication is an electronic mail address.

Sub C9 D17 79. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by a telephonic communication.

80. The commercial transaction system of claim 79 wherein the addresses for electronic communication is a telephone number.

C10 81. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by a recorded voice message.

82. The commercial transaction system of claim 65 wherein the recorded voice message is voicemail.

C11 83. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

84. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by facsimile.

85. (Amended) The commercial transaction system of claim 84 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

Sub D18 86. (Amended) The commercial transaction system of claim 65 wherein an address for electronic communication is obtained for at least certain of said members from an on-line computer service.

87. (Amended) The commercial transaction system of claim 65 wherein an address for electronic communication is provided during a registration phase.

88. (Amended) The commercial transaction system of claim 65 wherein an address for electronic communication is obtained automatically from the system.

Sub D19 89. (Amended) The commercial transaction system of claim 65 wherein the control system electronically outputs the indication to a certain subset of those potential buyers.

90. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

91. (Amended) The commercial transaction system of claim 90 wherein the control system outputs an indication to said buyers further including audio.

92. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

93. (Amended) The commercial transaction system of claim 92 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

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94. (Amended) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

95. (Amended) The commercial transaction system of claim 94 wherein the indication further includes audio with the still picture information.

96. The commercial transaction system of claim 65 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

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97. (Amended) The commercial transaction system of claim 96 further including a cross reference number to identify transactions relating to the areas of interest.

98. (Amended) The commercial transaction system of claim 65 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

99. The commercial transaction system of claim 98 further including an audio system for providing audio to at least said buyer.

100. The commercial transaction system of claim 65 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

C13 101. (Amended) The commercial transaction system of claim 65 further including a text system for providing text.

102. (Amended) The commercial transaction system of claim 65 further including an audio system for providing audio.

103. The commercial transaction system of claim 102 wherein the audio system provides at least voice.

104. The commercial transaction system of claim 65 further including an inventory control system.

105. The commercial transaction system of claim 104 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

106. The commercial transaction system of claim 65 further including an electronic data interchange capability for facilitating said commercial transactions.

107. The commercial transaction system of claim 65 further including a priority determination system.

108. The commercial transaction system of claim 106 wherein the priority determination system includes a random number generator.

109. The commercial transaction system of claim 106 wherein the priority determination system includes a priority numbering system.

110. The commercial transaction system of claim 106 wherein the priority determination system rotates among subsets of said buyers.

111. The commercial transaction communication system of claim 65 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

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112. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for interaction with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a high resolution still image system to provide images to said possibly interested buyer,

an input system for use by buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest, and

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to an address for electronic communication relating to a potential buyer an indication to said buyer regarding said area of interest; said potential buyer using the input system for manipulating an image provided by the high resolution still image system.

113. The commercial transaction system of claim 112 wherein at least one area of interest is designated by unique product codes.

114. The commercial transaction system of claim 112 wherein at least one area of interest is designated by product class codes.

115. The commercial transaction system of claim 112 wherein at least one area of interest is a specific product.

116. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes purchase data.

117. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes cost data.

118. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes price data.

119. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

120. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers includes determination of the highest offer.

C15 121. (Amended) The commercial transaction system of claim 118 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

122. The commercial transaction system of claim 121 wherein said other factors includes the vendor rating.

123. The commercial transaction system of claim 121 wherein said other factors includes the vendor delivery status.

C16 124. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by an electronic mail (e-mail).

125. The commercial transaction system of claim 124 wherein the addresses for electronic communication is an electronic mail address.

C17 126. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a telephonic communication.

127. The commercial transaction system of claim 126 wherein the addresses for electronic communication is a telephone number.

C18 128. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a recorded voice message.

129. The commercial transaction system of claim 112 wherein the recorded voice message is voicemail.

C19 130. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

131. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by facsimile.

132. (Amended) The commercial transaction system of claim 131 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

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133. (Amended) The commercial transaction system of claim 112 wherein an address for electronic communication is obtained for at least certain of said members from an on-line computer service.

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134. (Amended) The commercial transaction system of claim 112 wherein an address for electronic communication is provided during a registration phase.

135. (Amended) The commercial transaction system of claim 112 wherein an address for electronic communication is obtained automatically from the system.

136. (Amended) The commercial transaction system of claim 89 wherein the control system sends the indication to several subsets of potential buyers in sequence.

137. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

138. (Amended) The commercial transaction system of claim 137 wherein the control system outputs an indication to said buyers further including audio.

139. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

140. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

141. (Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

C 19 142. (Amended) The commercial transaction system of claim 141 wherein the indication further includes audio with the still picture information.

143. The commercial transaction system of claim 112 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

C 20 144. (Amended) The commercial transaction system of claim 143 further including a cross reference number to identify transactions relating to the areas of interest.

145. (Amended) The commercial transaction system of claim 112 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

146. The commercial transaction system of claim 145 further including an audio system for providing audio to at least said buyer.

C 21 147. (Amended) The commercial transaction system of claim 112 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

148. (Amended) The commercial transaction system of claim 112 further including a text system for providing text.

149. (Amended) The commercial transaction system of claim 112 further including an audio system for providing audio.

150. The commercial transaction system of claim 149 wherein the audio system provides at least voice.

151. The commercial transaction system of claim 112 further including an inventory control system.

152. The commercial transaction system of claim 151 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

153. The commercial transaction system of claim 112 further including an electronic data interchange capability for facilitating said commercial transactions.

154. The commercial transaction system of claim 112 further including a priority determination system.

155. The commercial transaction system of claim 154 wherein the priority determination system includes a random number generator.

156. The commercial transaction system of claim 154 wherein the priority determination system includes a priority numbering system.

157. The commercial transaction system of claim 154 wherein the priority determination system rotates among subsets of said buyers.

158. The commercial transaction communication system of claim 112 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

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159. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at

least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of said interested buyers with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a dynamic video and audio system for providing video and audio at least from said electronic commercial transaction system to said possibly interested buyer,

an input system for use by interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest,

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to an address for electronic communication relating to a potential buyer, an indication to said buyer regarding said area of interest, including a notification of availability of sales presentations of the one or more vendors wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

160. The commercial transaction system of claim 159 wherein at least one area of interest is designated by unique product codes.

161. The commercial transaction system of claim 159 wherein at least one area of interest is designated by product class codes.

162. The commercial transaction system of claim 159 wherein at least one area of interest is a specific product.

163. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes purchase data.

164. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes cost data.

165. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes price data.

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166. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers takes into consideration certain limitations that may be imposed with respect to certain buyers.

167. (Amended) The commercial transaction system of claim 159 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested buyers will pay.

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168. (Amended) The commercial transaction system of claim 165 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

169. The commercial transaction system of claim 168 wherein said other factors includes the vendor rating.

170. The commercial transaction system of claim 168 wherein said other factors includes the vendor delivery status.

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171. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by an electronic mail (e-mail).

172. The commercial transaction system of claim 171 wherein the addresses for electronic communication is an electronic mail address.

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173. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by a telephonic communication.

174. The commercial transaction system of claim 173 wherein the addresses for electronic communication is a telephone number.

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175. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by a recorded voice message.

176. The commercial transaction system of claim 159 wherein the recorded voice message is voicemail.

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177. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

178. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by facsimile.

179. (Amended) The commercial transaction system of claim 178 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

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180. (Amended) The commercial transaction system of claim 159 wherein an address for electronic communication is obtained for at least certain of said members from an on-line computer service.

181. (Amended) The commercial transaction system of claim 159 wherein an address for electronic communication is provided during a registration phase.

182. (Amended) The commercial transaction system of claim 159 wherein an address for electronic communication is obtained automatically from the system.

183. The commercial transaction system of claim 159 wherein the address for electronic communication is obtained by ANI.

C28 184. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

185. (Amended) The commercial transaction system of claim 184 wherein the control system outputs an indication to said buyers further including audio.

Sub D34 186. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

187. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

188. (Amended) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

189. (Amended) The commercial transaction system of claim 188 wherein the indication further includes audio with the still picture information.

190. The commercial transaction system of claim 159 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

C29 191. (Amended) The commercial transaction system of claim 190 further including a cross reference number to identify transactions relating to the areas of interest.

C29 192. (Amended) The commercial transaction system of claim 159 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

193. The commercial transaction system of claim 192 further including an audio system for providing audio to at least said buyer.

C30 194. (Amended) The commercial transaction system of claim 159 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

195. (Amended) The commercial transaction system of claim 159 further including a text system for providing text.

196. (Amended) The commercial transaction system of claim 159 further including an audio system for providing audio.

197. (Amended) The commercial transaction system of claim 196 wherein the audio system provides at least voice as part of the audio.

198. The commercial transaction system of claim 159 further including an inventory control system.

199. The commercial transaction system of claim 198 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

200. The commercial transaction system of claim 159 further including an electronic data interchange capability for facilitating said commercial transactions.

201. The commercial transaction system of claim 159 further including a priority determination system.

202. The commercial transaction system of claim 201 wherein the priority determination system includes a random number generator.

203. The commercial transaction system of claim 201 wherein the priority determination system includes a priority numbering system.

204. The commercial transaction system of claim 201 wherein the priority determination system rotates among subsets of said buyers.

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205. The commercial transaction communication system of claim 159 wherein the identification data is obtained for at least certain of said members from said on-line computer service.